



Summer Free Fishing Weekend

Radio Message Scripts

Radio can be an easy way to promote your Summer Free Fishing Weekend event for little to no cost. Simply contact your local radio station(s) and ask if you or an on-air personality can record a 30 or 60-second spot that will promote your event.

Below are suggested scripts for those spots. All you need to do is provide your information/details in the highlighted parts.

30-Second

Looking for something fun to do outside this summer? Have you ever considered going fishing? Join <insert name of organization> on <insert date> at <insert location> for a fun opportunity to participate in fishing – and the best part is, you don't need to purchase a license to do so!

Come and have some fun as part of the <insert year> Summer Free Fishing Weekend – an annual tradition for people of all ages across the state of Michigan.

For more information, visit www.michigan.gov/freefishing or call <insert local phone number>.

60-Second

Do you like to go fishing? Would you like to go fishing for free?

On Saturday, June <insert date> and Sunday, June <insert date> you can fish anywhere in the state without purchasing a fishing license as part of the <insert year> Summer Free Fishing Weekend. This weekend is an annual tradition for people of all ages across the state of Michigan.

Please note all fishing regulations still apply for those two days.

Join <insert name of organization> on <insert date> at <insert location> for their <insert year> Summer Free Fishing Weekend event. <Insert two brief sentences about your event – be concise but offer great details.>

Let's all go fishing this summer! For more information, visit www.michigan.gov/freefishing or call <insert local phone number>.